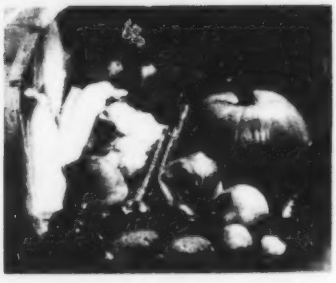
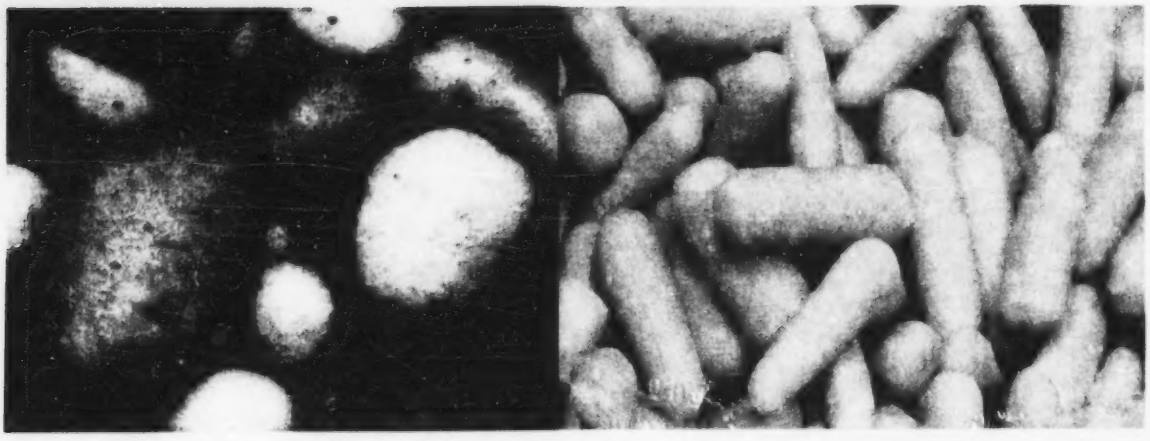
Manitoba
Agriculture
and Food

*Program & Policy Analysis*

2000

# *Manitoba Potatoes & Other Vegetables Industry Profiles*





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# CONTENTS


| | Pages |
|---|---|
| **- POTATO SECTOR** | 1 |
| - Potato Sector Profile | 2-3 |
| - Potato and Potato Products Sector | 4 |
| - Potato Industry Chart | 5 |
| - Graphs | 6-7 |
| - Trade Maps | 8 |
| **- OTHER VEGETABLE SECTOR** | 9 |
| - Vegetable Sector Profile | 10-11 |
| - Harvested Area of Vegetables | 12 |
| - Selected Vegetable Production | 13 |
| - Marketed Vegetable Yields | 14 |
| - Selected Vegetable Marketings | 15 |
| - Average Vegetable Prices | 16 |
| - Value of Vegetable Production | 17 |
| - Fresh and Processed Vegetable Exports | 18 |
| - Fresh, Frozen and Processed Vegetable Imports | 19 |
| - Vegetable Industry Chart | 20 |
| - Graphs | 21 |
| - Trade Maps | 22 |


N/A = not available

**Data sources:** Agriculture and Agri-Food Canada
Manitoba Agriculture and Food
Peak of the Market
Statistics Canada
Manitoba vegetable producers

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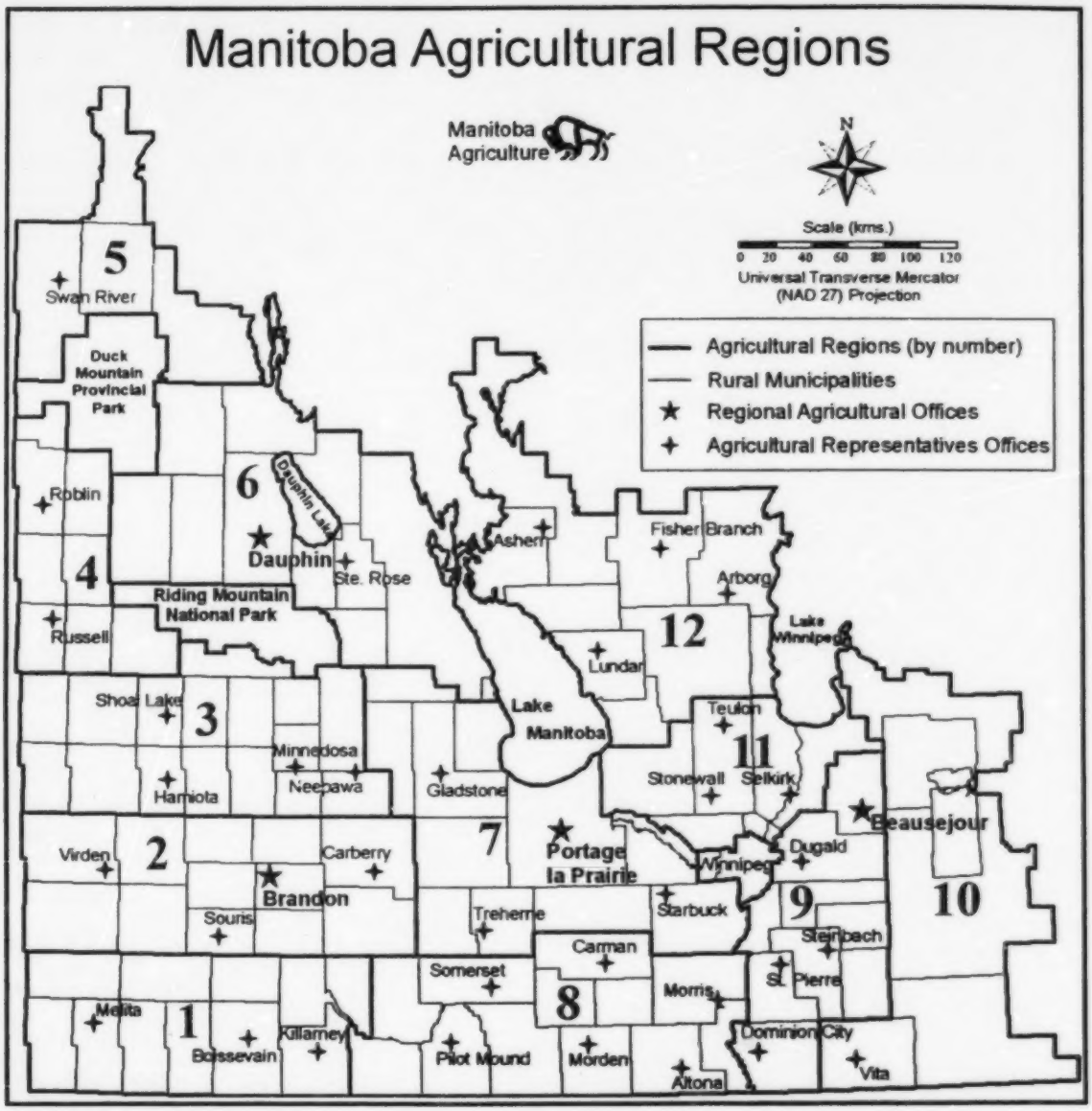
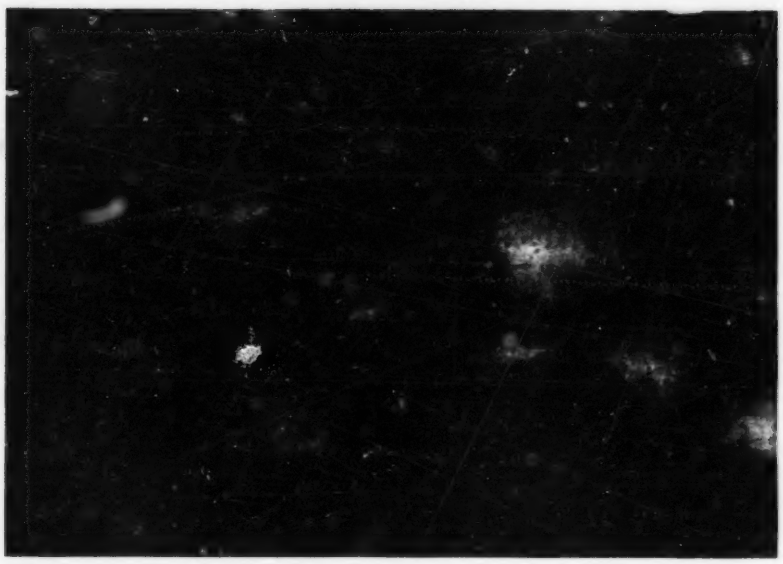



| Administrative Region Name | Agricultural Region Numbers |
|---|---|
| Southwest | 1, 2, 3 |
| Northwest | 4, 5, 6 |
| Central | 7, 8 |
| Eastern/Interlake | 9, 10, 11, 12 |

# POTATO SECTOR



# POTATO SECTOR PROFILE

## Production:

Manitoba's commercial potato industry involves the production of potatoes for the fresh, processing and seed markets and is the second largest in Canada. Potatoes can be grown over a wide range of soils and climatic conditions, but most commercial production is concentrated south and west of Winnipeg in the Portage la Prairie, Winkler-Morden, Treherne, Holland and Carberry areas. Production also takes place in the Selkirk, Melita and Steinbach areas. More than 130 producers of processing potatoes, 35 growers of table stock and 25 seed potato producers employed over 1,500 full-time and casual workers in 2000. Over 27 varieties of potatoes are grown in the province. The table varieties are mainly Reds with some Russets and yellow-fleshed varieties, while the main varieties used for processing are Russet Burbank and Shepody.

Commercial potato production was first recorded in the province in 1908, when 20,800 acres produced 2.3 million cwt. The area planted to potatoes rose to 45,000 acres in 1918, remained mainly in the 30,000-40,000 acre range until the late 1940s, when the seeded area dropped to below 20,000 acres for more than a decade. The over-abundance of grain in the late 1950s and early 1960s encouraged Manitoba producers to look for alternative cash crops and potatoes had potential. Production in the province shifted from Steinbach and north of Winnipeg in the Lockport and Selkirk areas to Portage la Prairie, Carman and Winkler, and then to Holland, Treherne and Carberry. More recently, potato production has expanded to the Melita and Pipestone areas.

Over the years, the table and seed potato area has increased as new markets were developed in the prairies and Ontario initially and then more recently in Quebec, Illinois, Pennsylvania, Minnesota, North Dakota, Florida, Texas, California and Oregon. With the expansion of the potato processing industry and increased use of irrigation, the area seeded to potatoes continued to grow. In 2000, the total area planted to potatoes reached a record 78,000 acres, while 77,800 acres were harvested. Manitoba has the second largest provincial area after Prince Edward Island with 19.2 percent of Canada's potato area. While 70 percent of the existing area of processing potatoes is under irrigation, almost all of the new potato land is irrigated.

Potato prices averaged below $4/cwt up to 1980, but have ranged between $5.26/cwt and $8.47/cwt in all but one year since then. The average potato price in 2000 was a record $8.47/cwt, up slightly from the previous record of $8.43/cwt in 1999. In 2000, the potato crop was valued at a record $139.7 million, 4.2 percent of the total value of agricultural production in the province and two thirds of the value of Manitoba's horticultural production.

## Marketing:

Of the 16.5 million cwt. of potatoes marketed in 2000, 84 percent was contracted for processing, 6 percent was for table stock and 10 percent was sold as certified seed. Wholesalers and processors are attracted to Manitoba's year-round supply of high-grade, consistent quality, good-tasting potatoes.

Since 1942, various forms of marketing co-operatives have been involved with selling Manitoba table potatoes. After the establishment of the Manitoba Vegetable Marketing Commission in 1966 and the Manitoba Vegetable Producers' Marketing Board in 1972 (now called Peak of the Market), a modern facility was built, providing warehousing and packaging facilities for potatoes. Peak of the Market employs 43 full-time staff plus some temporary staff. Washed, graded table potatoes are delivered to Peak in bulk trailers or in 50 and 75 lb bags by producers. Bulk product is pre-packed into 5, 10 and 20 lb bags by Peak of the Market. Peak's sales of table potatoes from the 1999 crop increased to $20.5 million, but losses due to disease reduced sales from the 2000 crop to $12.3 million.

In 2000-2001, there were 13.8 million cwt. of Manitoba processing potatoes marketed with a value of $107.1 million. Keystone Vegetable Producers Association assists growers of processing potatoes with price negotiations with the processing companies, such as Midwest Food Products and McCain Foods. Marketing of processed potato products is done by the companies.

More than half of the seed potatoes passing inspection were sold to processors. The value of seed potatoes, certified and used or sold for seed, almost doubled to $20.3 million in 2000-2001.

## Processing:

The four major potato processors in Manitoba are Midwest Food Products (was Nestle-Simplot) (1962) in Carberry, McCain Foods (1977) in Portage la Prairie and Old Dutch Foods (1956) and Naleway Foods (1940s) in Winnipeg. Potatoes are grown under contract for the processors with the most common variety being Russet Burbank. Two pounds of potatoes are needed to produce one pound of french fries, while four pounds of potatoes are used for one pound of potato chips.

Midwest employs over 600 people to process almost 600 million lb of potatoes, mainly into frozen french fries, 80 percent of which are sold to fast food chains. Their 140 ft third line blancher is the longest in the world. Only about 3-4 percent of Midwest's production goes to the retail market. McCain's processes over 600 million lb of potatoes, mainly for the retail market. The province has about 40-50 percent of national french fry production capacity. Manitoba french fries are consumed in the USA, Japan and Hong Kong. Other potato products sold by the two plants include potato flakes, hash brown patties, granules, dollar fries, wedge fries and tater gems. Old Dutch's 150-175 employees were involved in processing 35 million lb of potatoes into Saratoga chips for sale in Canada and Japan. Naleway uses about 10 million lb of potatoes for their ethnic food and catering business. Naleway products are marketed in Ontario, Saskatchewan and the USA.

J.R Simplot plans to construct a $120 million potato processing plant near Portage la Prairie to be completed by spring 2003. The plant will employ about 230 people initially to produce up to 300 million lb of french fries and other frozen potato products, but the plant could eventually be expanded to handle double that capacity. Initial annual requirements for raw potatoes will be 550 million lb or about 20,000 acres of potatoes.

## Trade:

Manitoba's exports of fresh potatoes, seed potatoes and potato products decreased by 10 percent to $134 million in 2000, $128.7 million of which was processed product. While most of Manitoba's fresh and processed potato exports went to the United States, small amounts of frozen french fries were shipped to Kuwait, Japan and Mexico. Potato flakes and other processed products were sent to Hong Kong and Israel in 2000.

Manitoba imported $4.5 million of fresh potatoes, $1.4 million of seed potatoes and $4.2 million of processed potato products in 2000, most of which come from the United States. Potato starch was imported from the United Kingdom and the Netherlands.

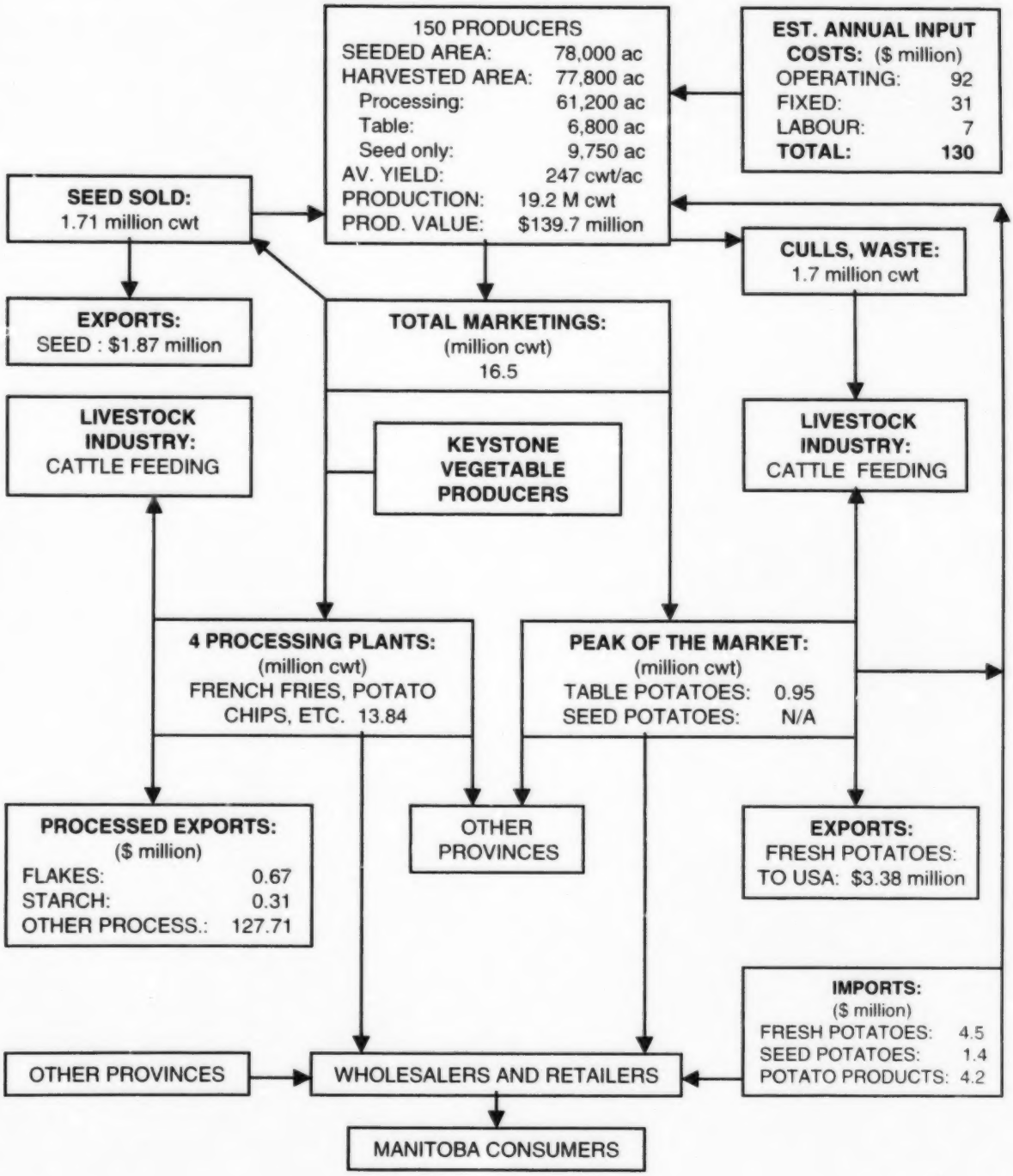
## Potential:

With large areas of land suitable for irrigated potato production and the potential for an expanding processing industry, Manitoba could become the largest potato producer in Canada. The limiting factors will be water availability for irrigation, high capital and operating costs to start potato production and the relatively high prices of other irrigated crops. Manitoba producers use the most modern production and storage equipment and techniques available. The co-operation between growers, processors, Peak of the Market, wholesalers, government and research agencies has contributed to the success of the potato industry in the province.

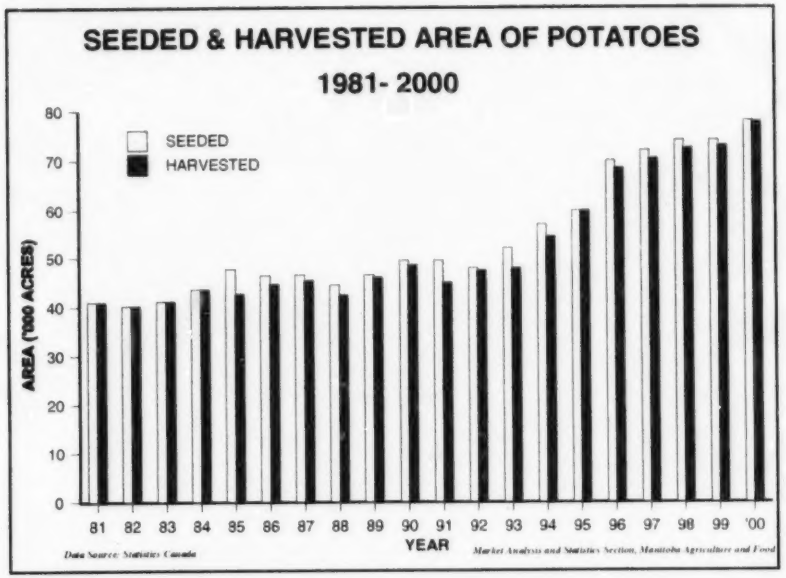
# POTATO AND POTATO PRODUCTS SECTOR

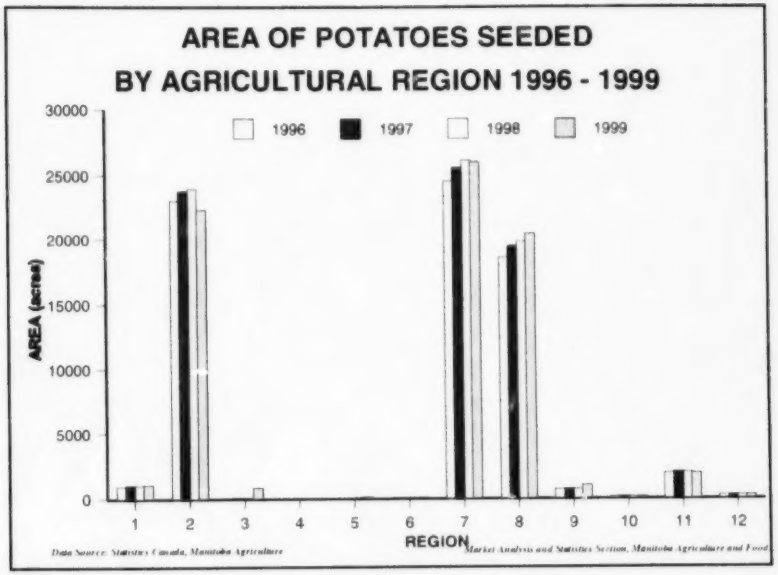
| | 1997[R] | 1998 | 1999[R] | 2000[P] | '00 as a % of '99 |
|---|---|---|---|---|---|
| Number of Commercial Operations | | 150 | 150 | 150 | 100 |
| **CROP PRODUCTION:** | | | | | |
| Seeded Area ('000 acres) | 72.0 | 74.0 | 74.0 | 78.0 | 105 |
| % of Canada | 19.0 | 18.8 | 18.7 | 19.2 | |
| Irrigated Area ('000 acres) | 42.1 | NA | 51.2 | 55.0 | 107 |
| Harvested Area ('000 acres) | 70.5 | 72.5 | 73.0 | 77.8 | 107 |
| Yield/harvested acre (cwt) | 233 | 235 | 225 | 247 | 110 |
| Total Production (million cwt) | 16.4 | 17.0 | 16.4 | 19.2 | 117 |
| % of Canada | 17.9 | 18.0 | 17.4 | 19.1 | |
| Average Price ($/marketed cwt) | 8.42 | 8.38 | 8.43 | 8.47 | 100 |
| **VALUE OF PRODUCTION ($ million):** | 125.2 | 130.0 | 125.0 | 139.7 | 112 |
| **TOTAL EXPENSES: ($/irrigated acre)** | 1,310 | NA | 1,627 | 1,670 | 103 |
| **CASH RECEIPTS ($ million):** | 94.3 | 105.5 | 118.6 | 95.4 | 80 |
| % of Canada | 18.4 | 17.2 | 16.9 | 14.2 | |
| **CROP DISPOSITION (million cwt):** | 16.4 | 17.0 | 16.4 | 19.2 | 117 |
| Marketings | 14.9 | 15.5 | 14.8 | 16.5 | 111 |
| Processing potatoes | 12.6 | 13.3 | 12.4 | 13.8 | 111 |
| Table potatoes | 0.9 | 0.9 | 1.5 | 0.9 | 60 |
| Seed potatoes | 1.3 | 1.3 | 0.9 | 1.7 | 189 |
| Seed (growers' own use) | 0.8 | 0.9 | 0.9 | 1.0 | 111 |
| Culls, Waste | 0.7 | 0.6 | 0.7 | 1.7 | 243 |
| **EXPORTS ($ million):** | 90.7 | 145.7 | 149.6 | 134.0 | 90 |
| Fresh Potatoes | 1.9 | 3.7 | 4.1 | 3.4 | 82 |
| Processed Potato Products | 88.4 | 141.6 | 144.1 | 128.7 | 89 |
| Seed Potatoes | 0.5 | 0.4 | 1.4 | 1.9 | 136 |
| **IMPORTS ($ million):** | 7.2 | 8.3 | 7.1 | 10.1 | 142 |
| Fresh Potatoes | 1.7 | 2.3 | 1.9 | 4.5 | 238 |
| Processed Potato Products | 5.0 | 5.0 | 4.6 | 4.2 | 91 |
| Seed Potatoes | 0.5 | 0.9 | 0.6 | 1.4 | 238 |

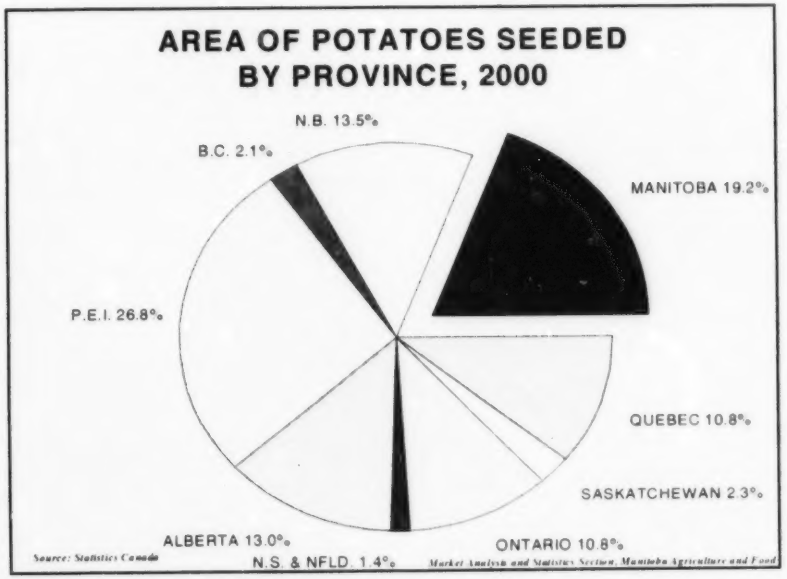
# POTATO INDUSTRY CHART, 2000

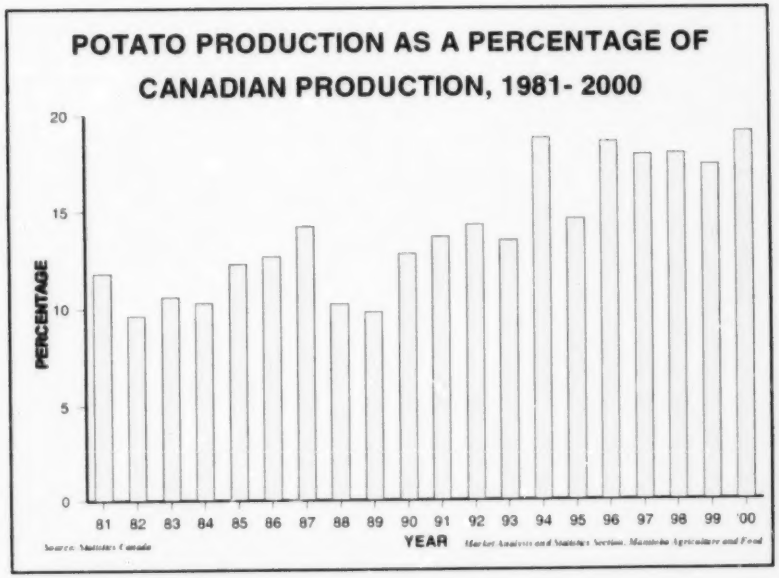


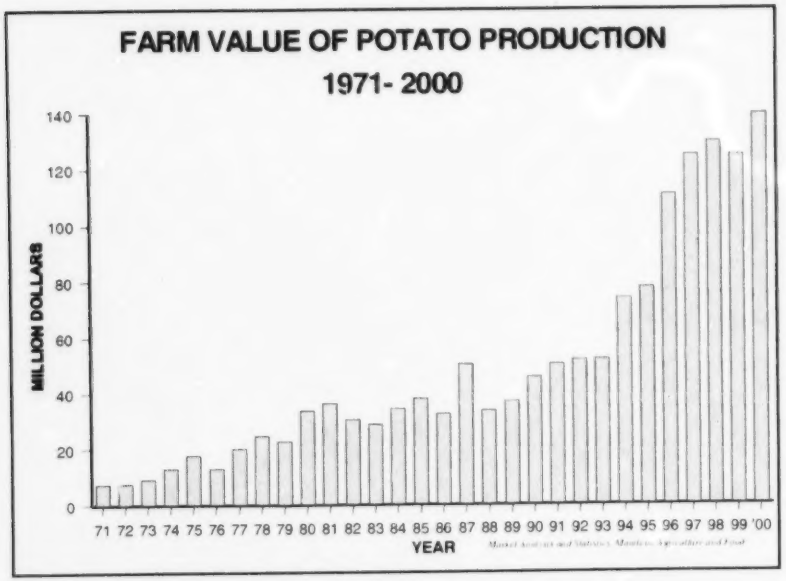

DATA SOURCE: Manitoba Agriculture and Food, Statistics Canada, Peak of the Market, Canadian Food Inspection Agency

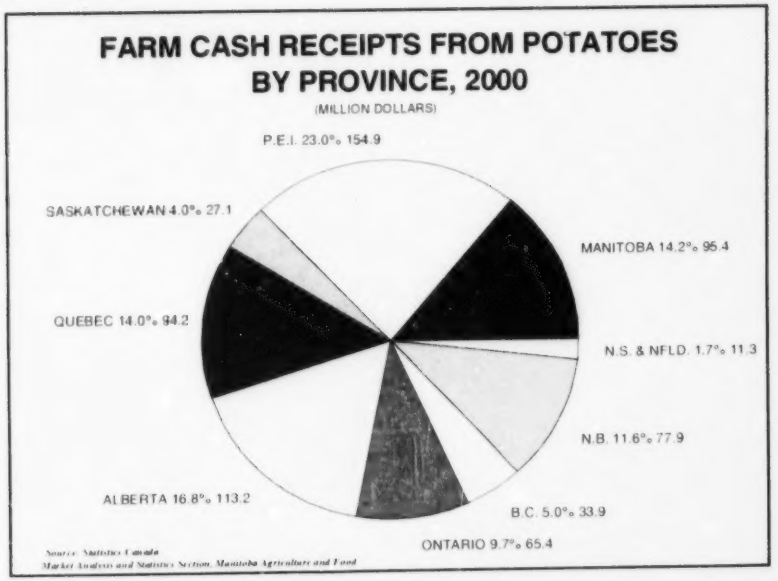

SEEDED & HARVESTED AREA OF POTATOES
1981- 2000
SEEDED
HARVESTED
AREA ('000 ACRES)
0
10
20
30
40
50
60
70
80
81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 '00
YEAR
Data Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food

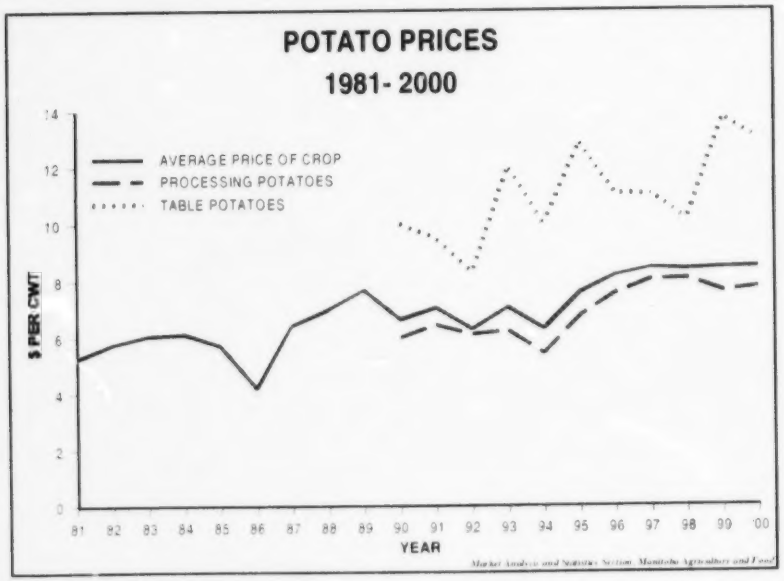

AREA OF POTATOES SEEDED
BY AGRICULTURAL REGION 1996 - 1999
1996
1997
1998
1999
AREA (acres)
0
5000
10000
15000
20000
25000
30000
1 2 3 4 5 6 7 8 9 10 11 12
REGION
Data Source: Statistics Canada, Manitoba Agriculture
Market Analysis and Statistics Section, Manitoba Agriculture and Food

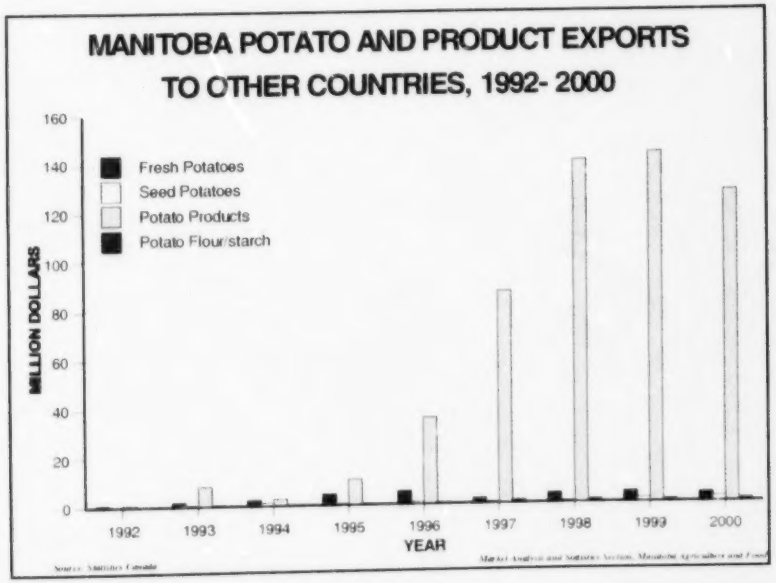

AREA OF POTATOES SEEDED
BY PROVINCE, 2000
N.B. 13.5%
B.C. 2.1%
MANITOBA 19.2%
P.E.I. 26.8%
QUEBEC 10.8%
SASKATCHEWAN 2.3%
ALBERTA 13.0%
ONTARIO 10.8%
N.S. & NFLD. 1.4%
Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food

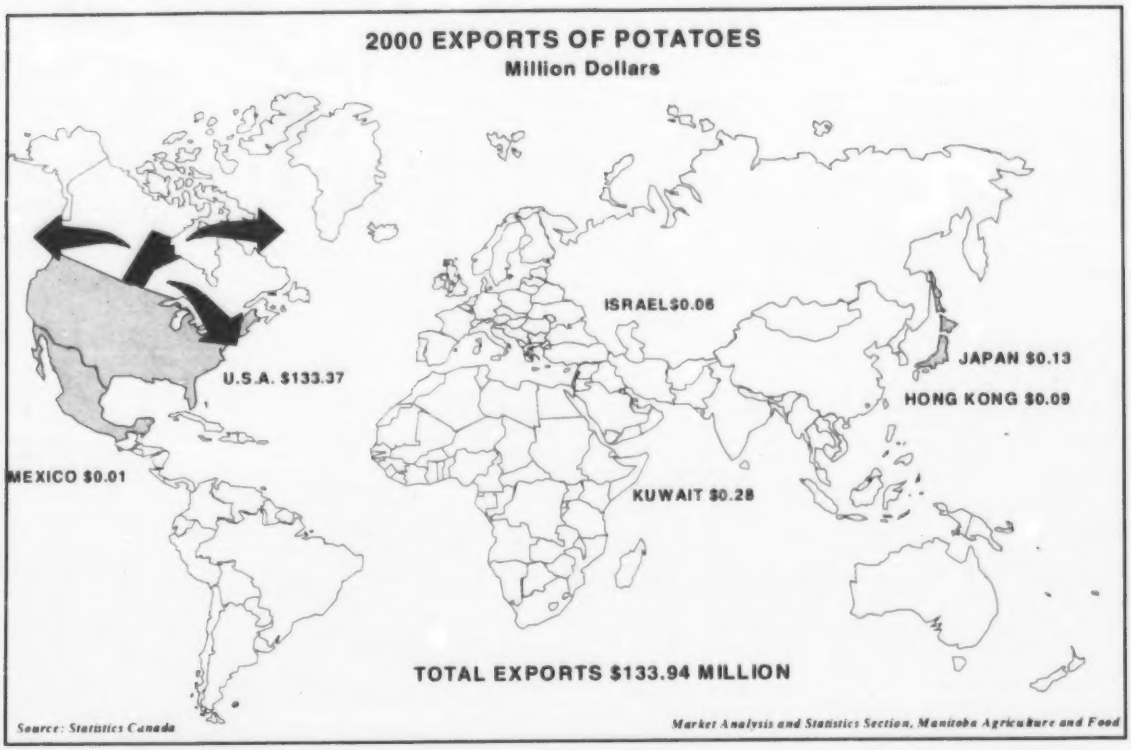

POTATO PRODUCTION AS A PERCENTAGE OF
CANADIAN PRODUCTION, 1981- 2000
PERCENTAGE
0
5
10
15
20
81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 '00
YEAR
Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food

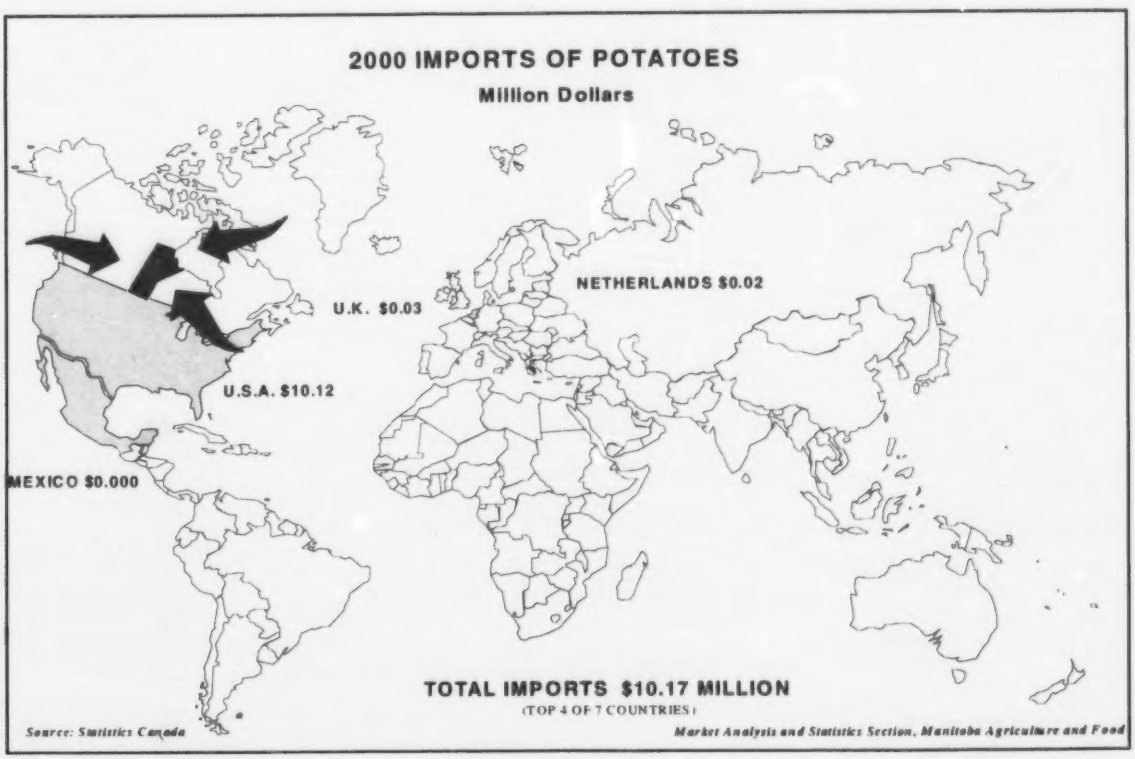

FARM VALUE OF POTATO PRODUCTION
1971- 2000
MILLION DOLLARS
140
120
100
80
60
40
20
0
71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 '00
YEAR


FARM CASH RECEIPTS FROM POTATOES
BY PROVINCE, 2000
(MILLION DOLLARS)
P.E.I. 23.0% 154.9
SASKATCHEWAN 4.0% 27.1
MANITOBA 14.2% 95.4
QUEBEC 14.0% 94.2
N.S. & NFLD. 1.7% 11.3
N.B. 11.6% 77.9
ALBERTA 16.8% 113.2
B.C. 5.0% 33.9
ONTARIO 9.7% 65.4
Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


POTATO PRICES
1981- 2000
$ PER CWT
14
12
10
8
6
4
2
0
AVERAGE PRICE OF CROP
PROCESSING POTATOES
TABLE POTATOES
81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 '00
YEAR


MANITOBA POTATO AND PRODUCT EXPORTS
TO OTHER COUNTRIES, 1992- 2000
MILLION DOLLARS
160
140
120
100
80
60
40
20
0
Fresh Potatoes
Seed Potatoes
Potato Products
Potato Flour/starch
1992 1993 1994 1995 1996 1997 1998 1999 2000
YEAR


2000 EXPORTS OF POTATOES
Million Dollars
ISRAEL$0.06
JAPAN $0.13
HONG KONG $0.09
U.S.A. $133.37
MEXICO $0.01
KUWAIT $0.28
TOTAL EXPORTS $133.94 MILLION
Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


2000 IMPORTS OF POTATOES
Million Dollars
NETHERLANDS $0.02
U.K. $0.03
U.S.A. $10.12
MEXICO $0.000
TOTAL IMPORTS $10.17 MILLION
(TOP 4 OF 7 COUNTRIES)
Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food

# OTHER VEGETABLE SECTOR

# VEGETABLE SECTOR PROFILE

## Production:

Manitoba's commercial vegetable industry involves the production of vegetables for the fresh market with small amounts being processed. Although of increasing importance to the Manitoba economy, the industry is still relatively small compared to the major producing provinces of Ontario, Quebec and British Columbia. There are about 20 major commercial vegetable producers and about 300 market gardeners in Manitoba who employed over 2,000 full-time and seasonal farm workers. Most commercial production is concentrated west, south and north of Winnipeg in the Portage la Prairie, Marquette, Winkler, East St. Paul and Emerson areas. Almost all the vegetable land is irrigated so generally is located close to rivers or aquifers. Over 110 different types of vegetables are grown ranging from asparagus to zucchini, the most important being carrots, onions, cauliflower, cabbage, sweet corn and broccoli.

Early settlers in the province had home vegetable gardens and in many cases, excess produce was sold. Commercial vegetable production was first recorded in Manitoba in 1936, when about $1.5 million of produce was sold. The area planted to vegetables destined for the fresh market was 2,200 acres in 1947, while 250 acres of vegetables were used for processing. The non-commercial vegetable area was estimated at 1,116 acres. The vegetable area increased in the mid-1950s to over 3,000 acres for the fresh market and over 1,000 acres for processing. Interest in vegetable production declined in the mid-1960s, but rose again in the late 1970s, from which time between 4,000 and 6,000 acres have been planted to vegetables each year.

In 2000, 4,478 acres of vegetables were seeded for commercial production, of which 4,418 acres were harvested. Interest in Oriental vegetable production continued in 2000. Market opportunities allowed for a total area of about 30 acres of various oriental crops, including *bok choy, Chinese cabbage, Chinese broccoli (gai lahn), yu choy, hot peppers, eggplants, Shanghai bok choy, fu gua (bitter melon), Chinese watermelon/ muskmelon, long beans, baby bok choy, watercress and daikon/lo bok (Japanese radish/Chinese radish)*.

Warm dry spring conditions in March and April 2000 allowed for an early start on spring planting with most of the crops being planted by late April or early May. Weather conditions in May and June were cool and wet, with July and August warmer and drier. Although favourable conditions existed for the development of disease, crop loss was minimal. Fall harvest conditions were excellent with virtually no days lost getting root crops into storage. Yields were impacted due to poor conditions in the spring. The quality of Manitoba product was fair.

## Marketing:

Market demand for Manitoba vegetables was good in 2000/01 with above average prices for most commodities. Vegetable producers marketed about 64.0 million lb of produce from the 2000 crop valued at $16.6 million, compared to 67.3 million lb and $15 million for the 1999 crop. Manitoba-grown vegetables were sold throughout Manitoba, Saskatchewan and into Alberta, Ontario and the United States.

Since 1942, various forms of marketing co-operatives have been involved with selling Manitoba fresh vegetables. After the establishment of the Manitoba Vegetable Marketing Commission in 1966 and the Manitoba Vegetable Producers' Marketing Board

in 1972 (now called Peak of the Market), a modern facility was built, providing warehouse facilities for vegetables. Almost all vegetable farms now have their own washing, grading and packaging facilities. Vegetables are washed, graded and packed into consumer-sized bags or bunches by producers before being delivered to Peak of the Market. Peak employs 43 full-time staff plus some temporary staff. Peak markets the vegetables under the "Peak of the Market" label to wholesalers and retailers in Manitoba and other provinces as well as to the United States and a few other countries. Wholesalers and processors are attracted to Manitoba's high-grade, consistent quality, flavourful vegetables, some of which are available almost year-round, such as onions, carrots, rutabagas, beets, parsnips, squash and cabbage. Manitoba growers have one of the most technologically advanced storage programs in North America.

About one fifth to one quarter of Manitoba's commercially-produced vegetables are marketed by producers directly to wholesalers and retailers in Manitoba, Saskatchewan, Alberta and the United States or to consumers through farmers' markets and roadside stands.

There are ten vegetable wholesalers in Manitoba which distribute imported and locally-produced vegetables.

## Processing:

Commercial vegetable processing in Manitoba, which began with canning peas in 1924 and pickling a few tons of produce in 1933, expanded in 1945 in Winkler and in 1946 in Winnipeg to include additional canned vegetables, such as peas, beans and spinach. Further expansion took place in 1952, with a new canning plant in Morden which processed peas, beans, corn and tomatoes, and again in 1956 in Winnipeg, when root crops were used in the processing of diced vegetables and in vegetable stew products. Campbell Food's soup plant opened in Portage la Prairie in 1957 and for over 30 years was the major vegetable processor in the province. Since Campbell's closed in 1990, no canning or freezing of vegetables has been done on a large commercial scale in Manitoba.

Crocus Foods Ltd. of Portage la Prairie was the only processor of fresh vegetable products in Manitoba in 2000. Supreme Produce Inc. of Winnipeg closed in April 1998.

## Trade:

Manitoba exported close to $2.8 million of fresh and processed vegetables in 2000, mainly fresh carrots, onions, cabbage, cauliflower, broccoli and rutabagas. Almost all of these fresh vegetable exports were to the United States. Very small amounts of processed product were shipped to India, Denmark and the Dominican Republic.

Because of the climate, Manitoba has to import from other provinces and countries a large portion of the non-storable fresh vegetables consumed in the province. Imports of fresh and frozen vegetables from the United States, Mexico and 25 other countries amounted to $36.5 million and $0.45 million in 2000 respectively, while processed vegetable imports from the United States and several other countries totalled $8.59 million.

# HARVESTED AREA OF VEGETABLES

| | 1997 | 1998 | 1999 | 2000 | 2000 as a % of 1999 |
|---|---|---|---|---|---|
| **NUMBER OF FARMS:** | | | | | |
| Major Commercial Farms | 18 | 18 | 20 | 20 | 100 |
| Market Gardeners | 270 | 300 | 300 | 300 | 100 |
| **SEEDED AREA (acres):** | **4,447** | **4,478** | **4,630** | **4,478** | **97** |
| **HARVESTED AREA (acres):** | **4,283** | **4,405** | **4,600** | **4,418** | **96** |
| Asparagus | 115 | 110 | 110 | 115 | 105 |
| Beans, green/wax | 95 | 95 | 100 | 90 | 90 |
| Beets | 40 | 40 | 45 | 45 | 100 |
| Broccoli | 330 | 350 | 375 | 350 | 93 |
| Cabbage | 435 | 430 | 400 | 460 | 115 |
| Carrots | 680 | 660 | 755 | 740 | 98 |
| Cauliflower | 400 | 450 | 500 | 480 | 96 |
| Celery (est.) | 110 | 100 | 120 | 120 | 100 |
| Corn, sweet | 850 | 830 | 700 | 670 | 96 |
| Cucumber | 135 | 130 | 125 | 135 | 108 |
| Lettuce | 160 | 200 | 255 | 175 | 69 |
| Onions, all dry | 383 | 400 | 420 | 433 | 103 |
| Onions, green | 50 | 40 | 40 | 40 | 100 |
| Parsnips | 55 | 55 | 45 | 55 | 122 |
| Peas, green | 80 | 120 | 70 | 70 | 100 |
| Peppers | 30 | 40 | 30 | 45 | 150 |
| Radish | 40 | 40 | 45 | 45 | 100 |
| Rutabagas | 70 | 70 | 25 | 30 | 120 |
| Squash/Pumpkins | 100 | 110 | 135 | 105 | 78 |
| Tomatoes | 25 | 25 | 20 | 25 | 125 |
| Other Vegetables (excl Onion sets) | 100 | 110 | 85 | 75 | 88 |

# SELECTED VEGETABLE PRODUCTION

| | 1997 | 1998 | 1999 | 2000 | 2000 as a % of 1999 |
|---|---|---|---|---|---|
| **PRODUCTION ('000 lb):** | **70,655** | **71,850** | **73,485** | **N/A** | |
| Asparagus | 345 | 405 | 350 | | |
| Beans, green/wax | 175 | 205 | 280 | | |
| Beets | 750 | 800 | 620 | | |
| Broccoli | 2,750 | 3,450 | 2,660 | | |
| Cabbage | 11,475 | 11,700 | 11,000 | | |
| Carrots | 20,000 | 19,500 | 21,000 | | |
| Cauliflower | 5,800 | 5,400 | 5,900 | | |
| Celery | 2,700 | 2,400 | 1,700 | | |
| Corn, sweet | 4,850 | 6,000 | 3,400 | | |
| Cucumber | 2,100 | 1,650 | 1,700 | | |
| Lettuce | 1,400 | 1,700 | 2,200 | | |
| Onions, cooking/Spanish | 13,000 | 12,500 | 15,000 | | |
| Onions, green | 1,500 | 1,500 | 1,680 | | |
| Parsnips | 800 | 800 | 650 | | |
| Peas, green | 100 | 135 | 50 | | |
| Peppers | 300 | 170 | 385 | | |
| Radish | 300 | 380 | 400 | | |
| Rutabagas | 960 | 1,400 | 540 | | |
| Squash/Pumpkins | 1,200 | 1,570 | 1,760 | | |
| Tomatoes | 150 | 185 | 150 | | |

# MARKETED VEGETABLE YIELDS

| | 1997 | 1998 | 1999 | 2000 | 2000 as a % of 1999 |
|---|---|---|---|---|---|
| **YIELD ('000 lb/acre):** | | | | | |
| Asparagus | 3.0 | 3.6 | 2.9 | 3.1 | 107 |
| Beans, green/wax | 1.6 | 1.8 | 2.6 | 2.2 | 85 |
| Beets | 16.3 | 17.5 | 12.0 | 10.4 | 87 |
| Broccoli | 7.1 | 9.9 | 6.9 | 14.3 | 207 |
| Cabbage | 22.1 | 23.3 | 24.8 | 12.0 | 48 |
| Carrots | 27.9 | 27.6 | 25.2 | 24.3 | 96 |
| Cauliflower | 11.8 | 12.0 | 10.8 | 7.5 | 69 |
| Celery (est.) | 24.5 | 24.0 | 12.5 | 13.3 | 106 |
| Corn, sweet | 5.7 | 7.2 | 4.4 | 6.7 | 152 |
| Cucumber | 14.1 | 12.3 | 12.7 | 14.3 | 113 |
| Lettuce | 8.1 | 7.5 | 7.8 | 13.0 | 167 |
| Onions, all dry | 29.5 | 28.2 | 35.6 | 32.5 | 91 |
| Onions, green | 28.0 | 35.0 | 38.3 | 48.8 | 127 |
| Parsnips | 12.4 | 13.2 | 13.8 | 14.6 | 106 |
| Peas, green | 1.1 | 1.1 | 0.7 | 1.0 | 143 |
| Peppers | 8.7 | 4.3 | 11.7 | 5.6 | 48 |
| Radish | 6.9 | 8.1 | 8.2 | 3.0 | 37 |
| Rutabagas | 12.0 | 16.4 | 19.6 | 13.3 | 68 |
| Squash/Pumpkins | 12.0 | 14.2 | 12.1 | 16.2 | 133 |
| Tomatoes | 6.0 | 6.2 | 7.0 | 4.0 | 57 |

# SELECTED VEGETABLE MARKETINGS

| | 1997 | 1998 | 1999 | 2000 | 2000 as a % of 1999 |
|---|---|---|---|---|---|
| **MARKETINGS ('000 lb):** | **63,390** | **66,450** | **67,340** | **63,970** | **95** |
| Asparagus | 340 | 400 | 320 | 355 | 111 |
| Beans, green/wax | 155 | 175 | 260 | 200 | 77 |
| Beets | 650 | 700 | 540 | 470 | 87 |
| Broccoli | 2,350 | 3,450 | 2,600 | 5,000 | 192 |
| Cabbage | 9,600 | 10,000 | 9,900 | 5,500 | 56 |
| Carrots | 19,000 | 18,200 | 19,000 | 18,000 | 95 |
| Cauliflower | 4,700 | 5,400 | 5,400 | 3,600 | 67 |
| Celery | 2,700 | 2,400 | 1,500 | 1,600 | 107 |
| Corn, sweet | 4,850 | 6,000 | 3,100 | 4,500 | 145 |
| Cucumber | 1,900 | 1,600 | 1,590 | 1,925 | 121 |
| Lettuce | 1,300 | 1,500 | 2,000 | 2,270 | 114 |
| Onions, all dry | 11,090 | 11,113 | 14,110 | 14,065 | 99 |
| Onions, green | 1,400 | 1,400 | 1,530 | 1,950 | 127 |
| Parsnips | 680 | 725 | 620 | 800 | 129 |
| Peas, green | 90 | 135 | 50 | 70 | 140 |
| Peppers | 260 | 170 | 350 | 250 | 71 |
| Radish | 275 | 325 | 370 | 135 | 36 |
| Rutabagas | 840 | 1,150 | 490 | 400 | 82 |
| Squash/Pumpkins | 1,150 | 1,565 | 1,630 | 1,700 | 104 |
| Tomatoes | 150 | 155 | 140 | 100 | 71 |

# AVERAGE VEGETABLE PRICES

| | 1997 | 1998 | 1999 | 2000 | 2000 as a % of 1999 |
|---|---|---|---|---|---|
| **AVERAGE PRICE ($/lb):** | | | | | |
| Asparagus | 1.37 | 1.28 | 1.40 | 1.58 | 113 |
| Beans, green/wax | 0.67 | 0.66 | 0.63 | 0.68 | 108 |
| Beets | 0.28 | 0.21 | 0.31 | 0.34 | 110 |
| Broccoli | 0.41 | 0.39 | 0.39 | 0.35 | 90 |
| Cabbage | 0.147 | 0.137 | 0.13 | 0.16 | 123 |
| Carrots | 0.19 | 0.21 | 0.177 | 0.21 | 119 |
| Cauliflower | 0.34 | 0.37 | 0.34 | 0.46 | 135 |
| Celery | 0.20 | 0.25 | 0.25 | 0.26 | 104 |
| Corn, sweet | 0.20 | 0.21 | 0.25 | 0.25 | 100 |
| Cucumber | 0.20 | 0.20 | 0.20 | 0.26 | 130 |
| Leeks | 0.00 | 0.80 | 0.57 | 0.65 | 114 |
| Lettuce | 0.31 | 0.27 | 0.26 | 0.26 | 100 |
| Onions, cooking/Spanish | 0.177 | 0.162 | 0.11 | 0.14 | 127 |
| Onions, green | 0.36 | 0.345 | 0.35 | 0.39 | 111 |
| Parsnips | 0.69 | 0.765 | 0.74 | 0.88 | 119 |
| Peas, green | 1.10 | 1.00 | 1.15 | 1.20 | 104 |
| Peppers | 0.37 | 0.45 | 0.40 | 0.42 | 105 |
| Radish | 0.36 | 0.46 | 0.48 | 0.50 | 104 |
| Rutabagas | 0.19 | 0.17 | 0.18 | 0.27 | 150 |
| Spinach | 0.00 | 1.00 | 0.30 | N/A | |
| Squash/Pumpkins | 0.18 | 0.17 | 0.20 | 0.19 | 95 |
| Tomatoes | 0.39 | 0.42 | 0.42 | 0.75 | 179 |

# VALUE OF VEGETABLE PRODUCTION

| | 1997 | 1998 | 1999 | 2000 | 2000 as a % of 1999 |
|---|---|---|---|---|---|
| **VALUE OF PROD. ($'000)** | **14,542** | **15,970** | **14,970** | **16,600** | **111** |
| Asparagus | 460 | 510 | 450 | 560 | 124 |
| Beans, green/wax | 105 | 115 | 165 | 135 | 82 |
| Beets | 185 | 147 | 165 | 160 | 97 |
| Broccoli | 970 | 1,350 | 1,000 | 1,750 | 175 |
| Cabbage | 1,410 | 1,370 | 1,290 | 880 | 68 |
| Carrots | 3,600 | 3,850 | 3,300 | 3,800 | 115 |
| Cauliflower | 1,600 | 2,000 | 1,850 | 1,650 | 89 |
| Celery | 540 | 600 | 375 | 420 | 112 |
| Corn, sweet | 970 | 1,260 | 770 | 1,125 | 146 |
| Cucumber | 380 | 320 | 320 | 500 | 156 |
| Lettuce | 400 | 400 | 520 | 590 | 113 |
| Onions, all dry | 2,015 | 1,867 | 1,640 | 2,062 | 126 |
| Onions, green | 500 | 483 | 535 | 760 | 142 |
| Parsnips | 470 | 555 | 460 | 700 | 152 |
| Peas, green | 100 | 135 | 60 | 84 | 140 |
| Peppers | 97 | 77 | 140 | 105 | 75 |
| Radish | 100 | 150 | 177 | 67 | 38 |
| Rutabagas | 160 | 200 | 90 | 110 | 122 |
| Squash/Pumpkins | 210 | 270 | 260 | 312 | 120 |
| Tomatoes | 60 | 65 | 60 | 75 | 125 |
| Other Vegetables (excl Onion sets) | 275 | 333 | 150 | 125 | 83 |

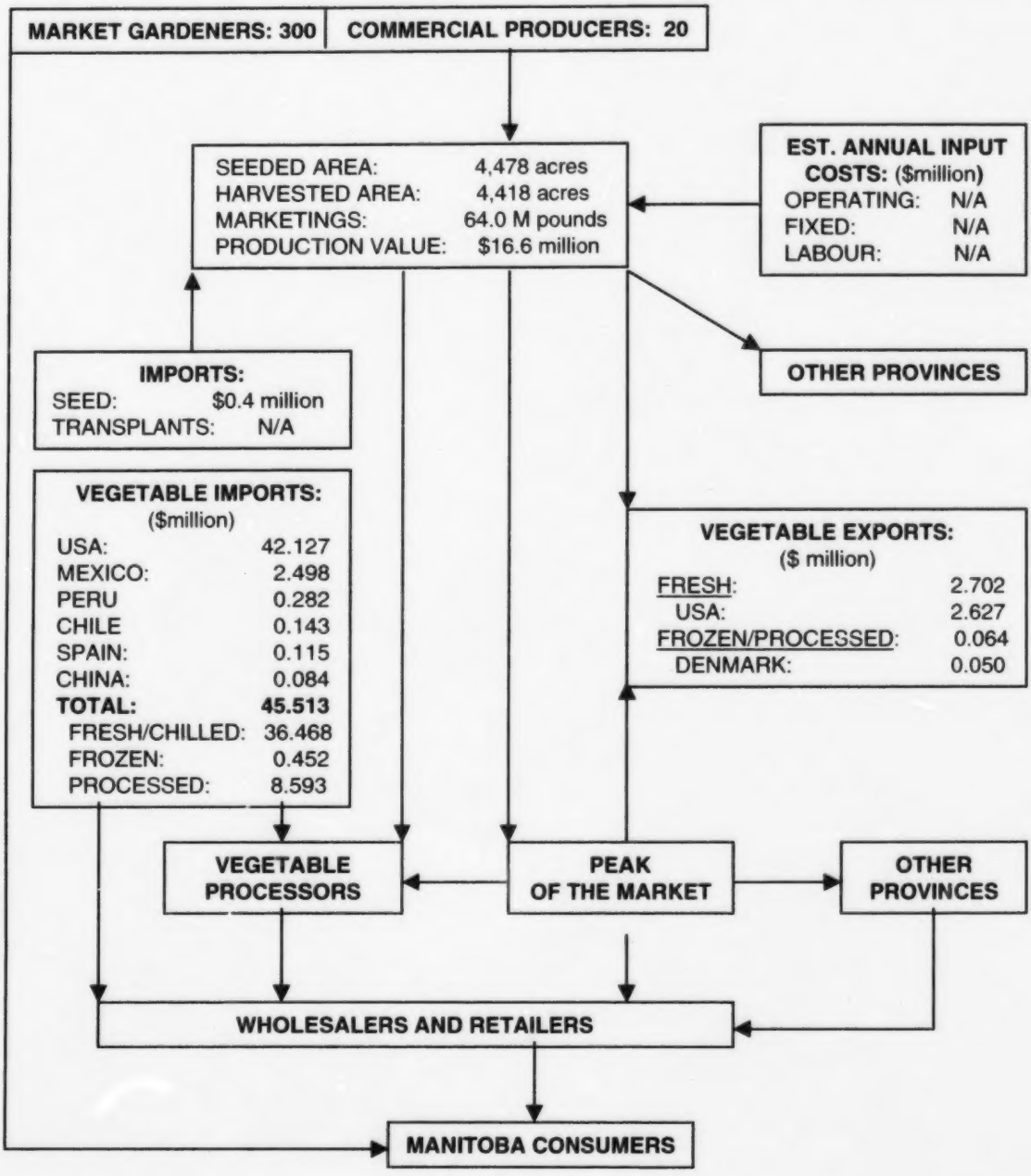
# FRESH AND PROCESSED VEGETABLE EXPORTS

| | 1997 | 1998 | 1999 | 2000 | 2000 as a % of 1999 |
|---|---|---|---|---|---|
| **EXPORTS ($ thousand):** | **1,202.4** | **2,439.0** | **3,124.4** | **2,766.3** | **89** |
| Asparagus | 0 | 13.6 | 13.0 | 0 | 0 |
| Beans, green/wax | 0 | 4.5 | 131.8 | 0 | 0 |
| Beets/Radishes/Parsnips | 0 | 8.0 | 45.9 | 14.6 | 32 |
| Cabbage | 96.2 | 271.7 | 510.9 | 305.9 | 60 |
| Carrots/Rutabagas | 187.0 | 652.0 | 316.8 | 249.9 | 79 |
| Cauliflower/Broccoli | 465.5 | 541.4 | 404.3 | 246.9 | 61 |
| Celery | 0 | 0 | 0 | 0 | 0 |
| Corn, sweet | 0 | 0 | 0 | 49.9 | - |
| Cucumber | 5.6 | 36.2 | 25.5 | 7.6 | 30 |
| Onions | 264.2 | 674.7 | 1,327.5 | 1,656.6 | 125 |
| Peas, green | 95.5 | 8.3 | 15.7 | 0 | 0 |
| Other Veg. (incl. mushrooms) | 73.5 | 228.4 | 129.8 | 147.0 | 113 |

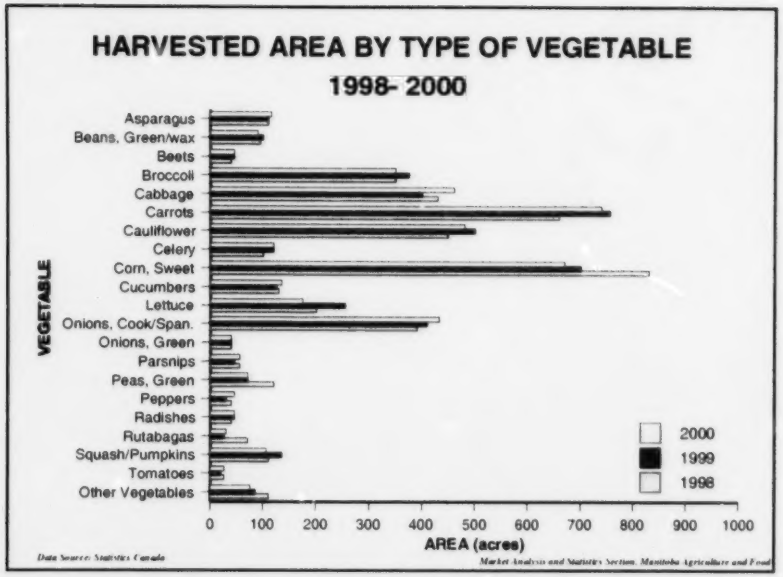
# FRESH, FROZEN AND PROCESSED VEGETABLE IMPORTS

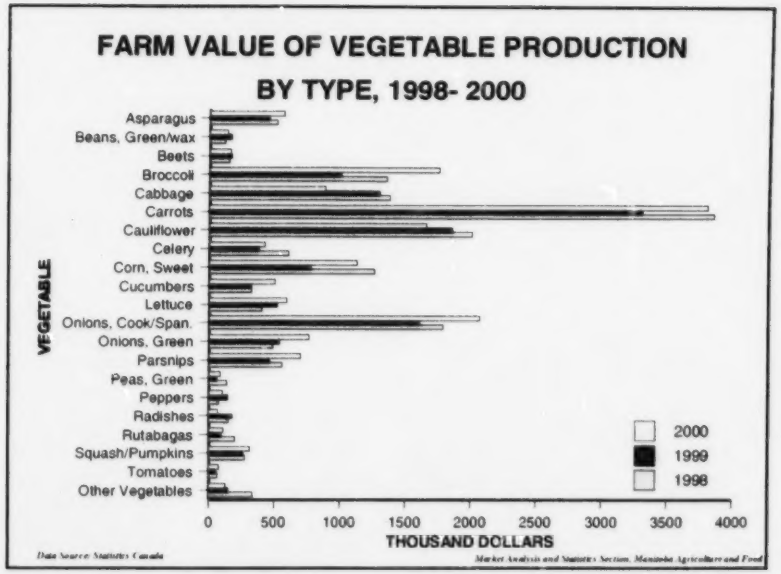
| | 1997 | 1998 | 1999 | 2000 | 2000 as a % of 1999 |
|---|---|---|---|---|---|
| **IMPORTS ($ million):** | **38.2** | **43.2** | **43.5** | **45.5** | **105** |
| Asparagus | 0.5 | 0.6 | 0.8 | 1.2 | 150 |
| Beans, green/wax | 1.3 | 1.9 | 1.4 | 1.0 | 71 |
| Beets/Radishes/Parsnips | 0.5 | 0.5 | 0.6 | 0.7 | 117 |
| Cabbage | 2.5 | 2.5 | 2.4 | 2.8 | 117 |
| Carrots/Rutabagas | 1.6 | 1.9 | 2.7 | 2.2 | 81 |
| Cauliflower/Broccoli | 1.2 | 1.4 | 1.2 | 1.3 | 108 |
| Celery | 1.2 | 1.2 | 1.1 | 1.5 | 136 |
| Corn, sweet | 1.3 | 1.2 | 1.4 | 0.8 | 57 |
| Cucumber | 1.9 | 2.0 | 2.0 | 1.4 | 70 |
| Lettuce | 6.3 | 6.3 | 6.6 | 8.0 | 121 |
| Onions | 1.4 | 1.6 | 1.4 | 1.5 | 107 |
| Peas, green | 0.6 | 1.1 | 1.2 | 0.8 | 67 |
| Peppers | 1.6 | 1.9 | 2.3 | 3.0 | 130 |
| Spinach | 0.4 | 0.5 | 0.5 | 0.6 | 120 |
| Tomatoes | 10.1 | 11.8 | 10.1 | 11.1 | 110 |
| Selected Other Vegetables | 6.3 | 7.5 | 8.4 | 7.6 | 90 |

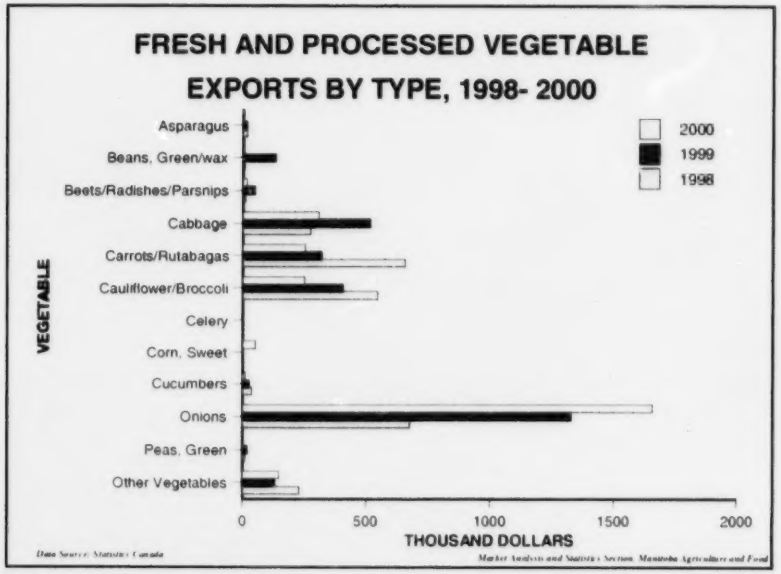
# VEGETABLE INDUSTRY CHART, 2000

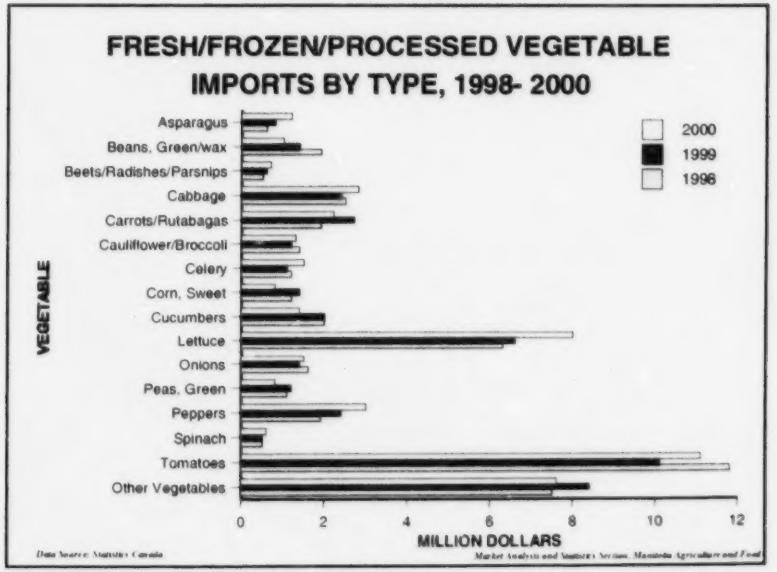


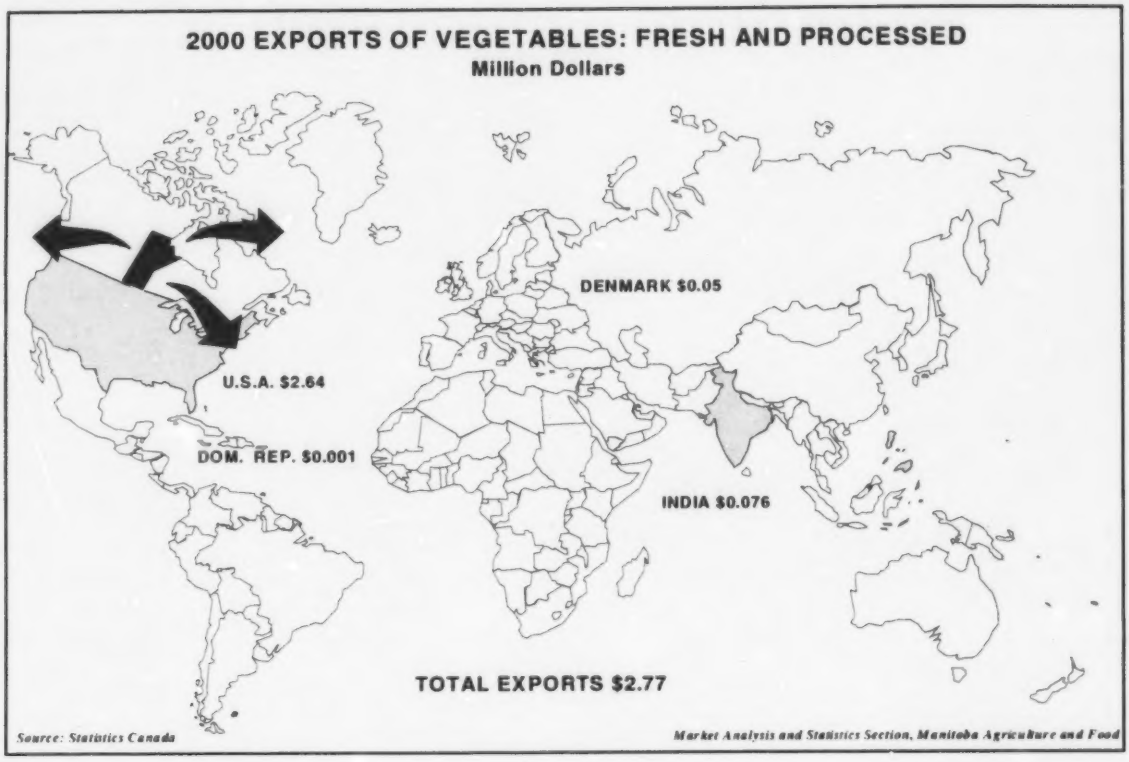

DATA SOURCE: Peak of the Market, Manitoba vegetable producers, Manitoba Agriculture and Food, Statistics Canada, Agriculture & Agri-Food Canada

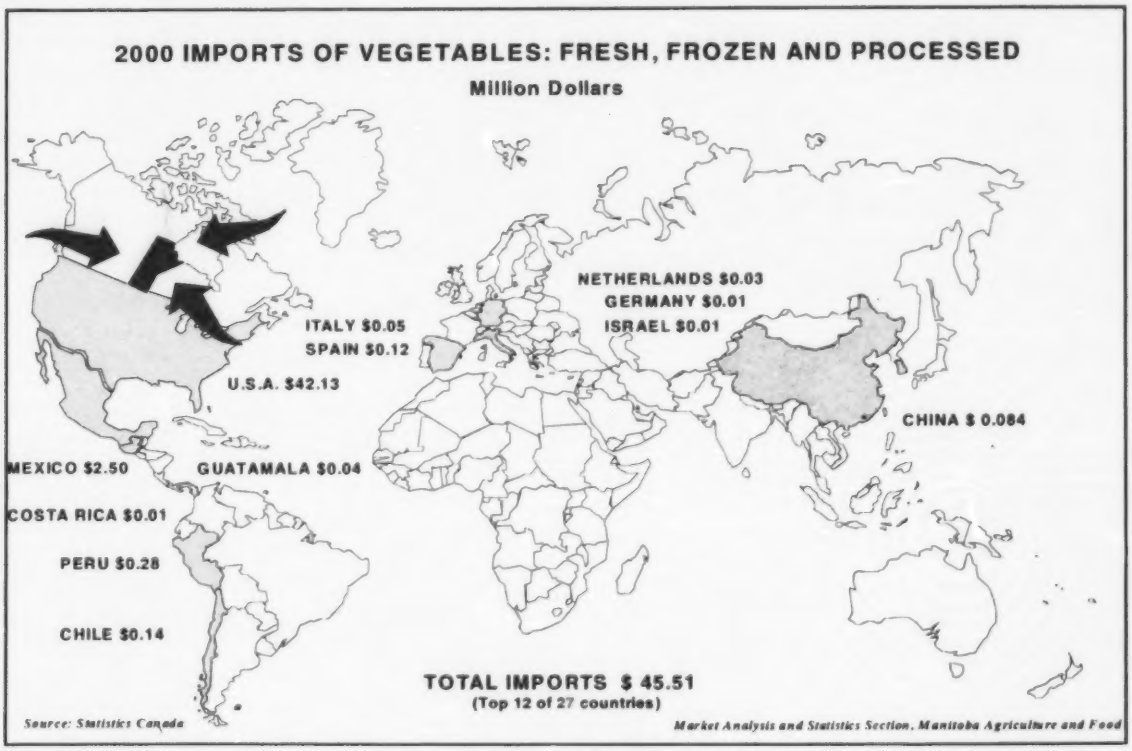

HARVESTED AREA BY TYPE OF VEGETABLE
1998- 2000
VEGETABLE
Asparagus
Beans, Green/wax
Beets
Broccoli
Cabbage
Carrots
Cauliflower
Celery
Corn, Sweet
Cucumbers
Lettuce
Onions, Cook/Span.
Onions, Green
Parsnips
Peas, Green
Peppers
Radishes
Rutabagas
Squash/Pumpkins
Tomatoes
Other Vegetables
2000
1999
1998
0 100 200 300 400 500 600 700 800 900 1000
AREA (acres)
Data Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


FARM VALUE OF VEGETABLE PRODUCTION
BY TYPE, 1998- 2000
VEGETABLE
Asparagus
Beans, Green/wax
Beets
Broccoli
Cabbage
Carrots
Cauliflower
Celery
Corn, Sweet
Cucumbers
Lettuce
Onions, Cook/Span.
Onions, Green
Parsnips
Peas, Green
Peppers
Radishes
Rutabagas
Squash/Pumpkins
Tomatoes
Other Vegetables
2000
1999
1998
0 500 1000 1500 2000 2500 3000 3500 4000
THOUSAND DOLLARS
Data Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


FRESH AND PROCESSED VEGETABLE
EXPORTS BY TYPE, 1998- 2000
VEGETABLE
Asparagus
Beans, Green/wax
Beets/Radishes/Parsnips
Cabbage
Carrots/Rutabagas
Cauliflower/Broccoli
Celery
Corn, Sweet
Cucumbers
Onions
Peas, Green
Other Vegetables
2000
1999
1998
0 500 1000 1500 2000
THOUSAND DOLLARS
Data Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


FRESH/FROZEN/PROCESSED VEGETABLE
IMPORTS BY TYPE, 1998- 2000
VEGETABLE
Asparagus
Beans, Green/wax
Beets/Radishes/Parsnips
Cabbage
Carrots/Rutabagas
Cauliflower/Broccoli
Celery
Corn, Sweet
Cucumbers
Lettuce
Onions
Peas, Green
Peppers
Spinach
Tomatoes
Other Vegetables
2000
1999
1998
0 2 4 6 8 10 12
MILLION DOLLARS
Data Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


2000 EXPORTS OF VEGETABLES: FRESH AND PROCESSED
Million Dollars
DENMARK $0.05
U.S.A. $2.64
DOM. REP. $0.001
INDIA $0.076
TOTAL EXPORTS $2.77
Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


2000 IMPORTS OF VEGETABLES: FRESH, FROZEN AND PROCESSED
Million Dollars
NETHERLANDS $0.03
GERMANY $0.01
ISRAEL $0.01
ITALY $0.05
SPAIN $0.12
U.S.A. $42.13
CHINA $ 0.084
MEXICO $2.50
GUATAMALA $0.04
COSTA RICA $0.01
PERU $0.28
CHILE $0.14
TOTAL IMPORTS $ 45.51
(Top 12 of 27 countries)
Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food